



PUBLIC WORKS DEPARTMENT

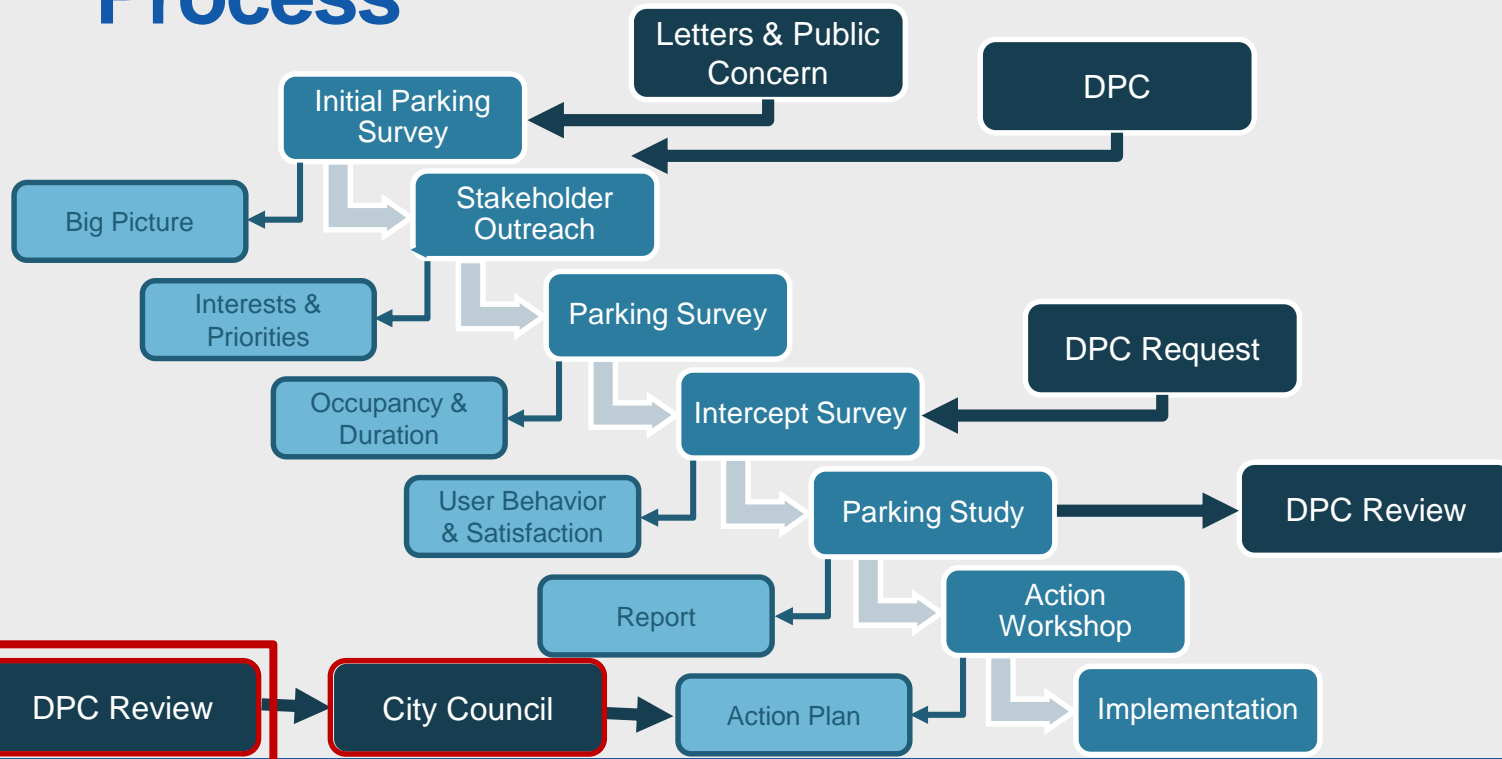
# FUNK ZONE ACTION PLAN

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Downtown Parking Committee – March 14, 2019



# Process



# Funk Zone Community Process Goals

Understand:

- What parking resources we have.
- How parking is being used.
- How to best manage and optimize our parking supply.

# Conclusions

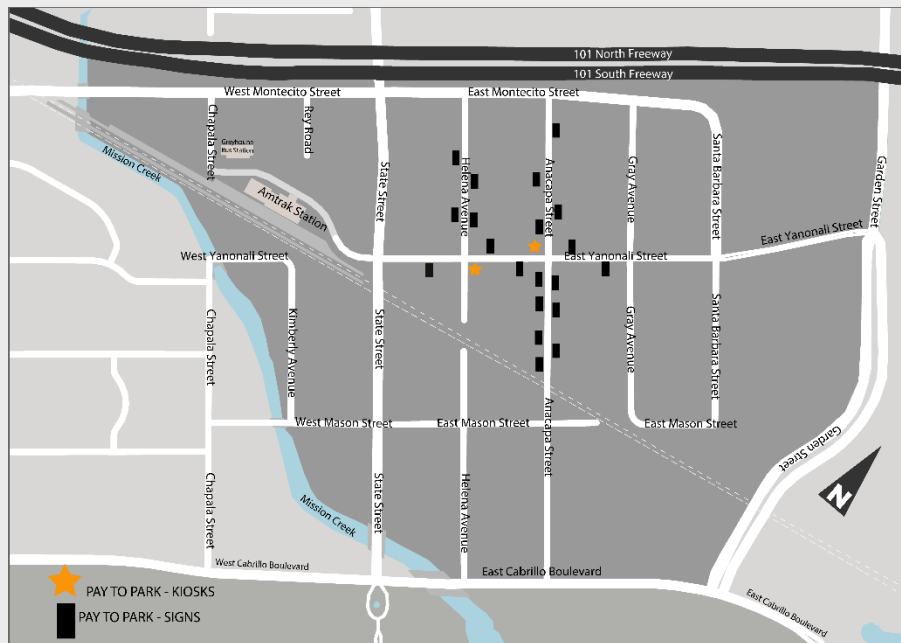
- Free, business-adjacent street parking is hard to find.
- Parking supply is sufficient.
  - Plenty of availability in paid public lots.
- Utilization is unbalanced.
- Customers rely more heavily on street parking and find it challenging.
- Stakeholder priorities:
  - Encourage better use of public lots.
  - Infrastructure improvements.
  - Maintain neighborhood character.

## Outcome: Management Objectives

- Increase availability of on-street spaces.
- Increase turnover to provide customer parking.
- Balance type and utilization of parking resources.
- Increase use of alternative transportation.
- Improve infrastructure.
- Ensure public parking lots are easily accessible.

# Increase Parking Availability & Turnover

- Price parking on select central blocks.
- \$2.00/hour
- 11:00 AM – 9:00 PM every day
- Pay-by-plate
- Pay-by-phone and self-service pay stations



# Pay-By-Plate

**NO PARKING**  
**2AM TO 6AM**

**PAY TO PARK**  
**THIS BLOCK**  
**11AM TO 9PM**



payby  
phone



Park & Pay  
using  
paybyphone



or pay online:  
[paybyphone.com](http://paybyphone.com)

Location #

**4641**

paybyphone

or call ###-###-###

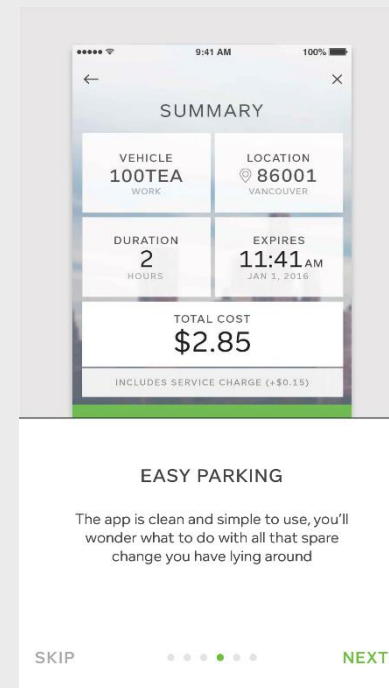
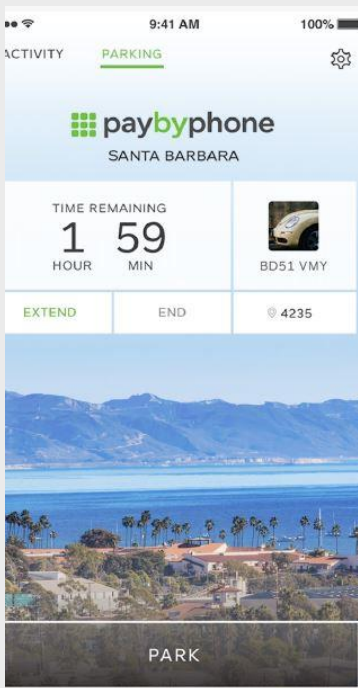
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**PAY HERE**

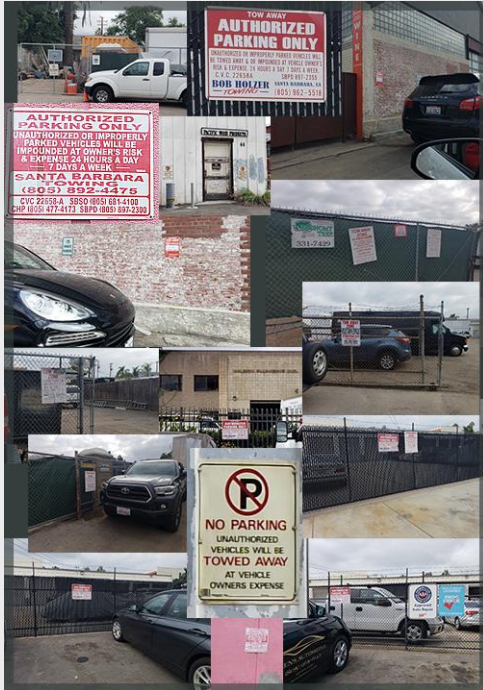


# Pay-By-Phone





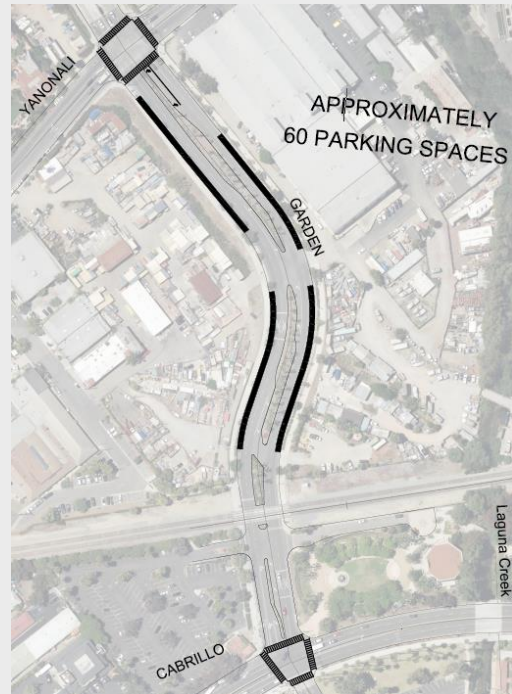
# Increase Parking Availability



- Remove illegal signage reserving public parking for private use
- Extend nighttime parking hours
  - Change “No Parking 12 AM – 6 AM” signs to “No Parking 2 AM – 6 AM”

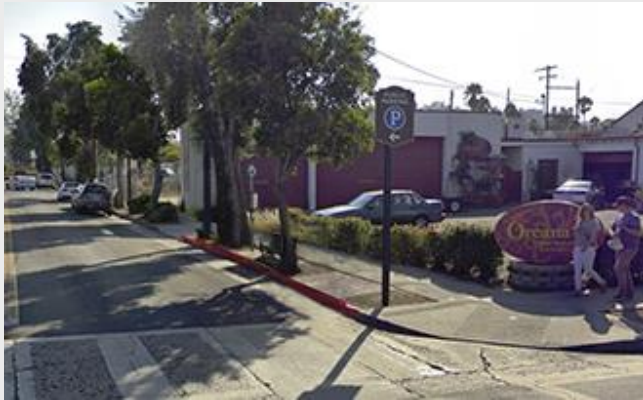
# Increase Parking Availability

- Add employee parking
  - 8 permits in Helena Lot
  - 20 permits in Depot Lot
  - 60 new parking spaces on Garden Street
- Update Zone of Benefit Calculations



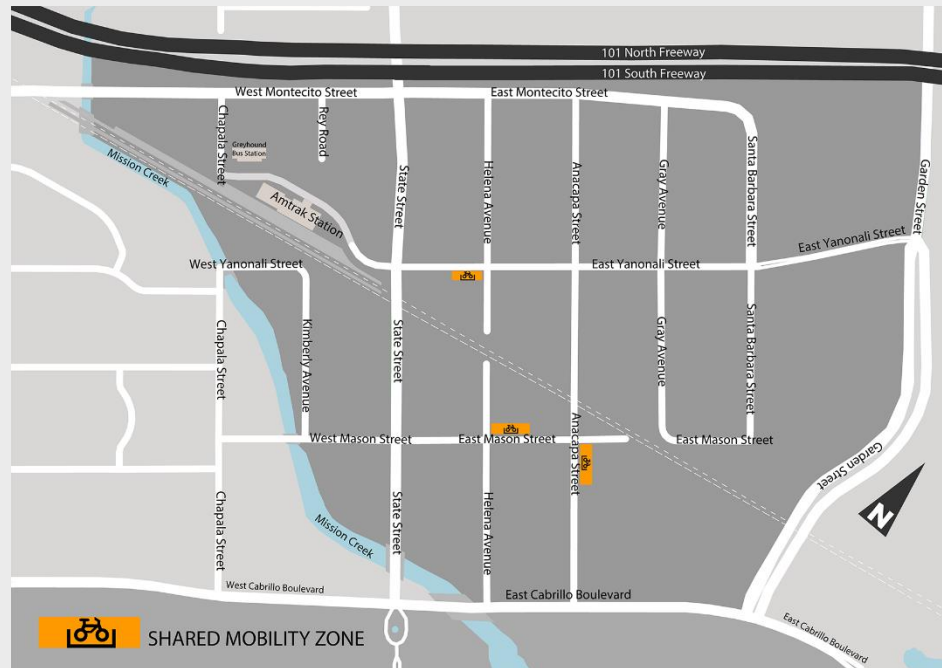
# Increase Use of Alternative Transportation

- Add a Downtown shuttle stop at Yanonali/Anacapa



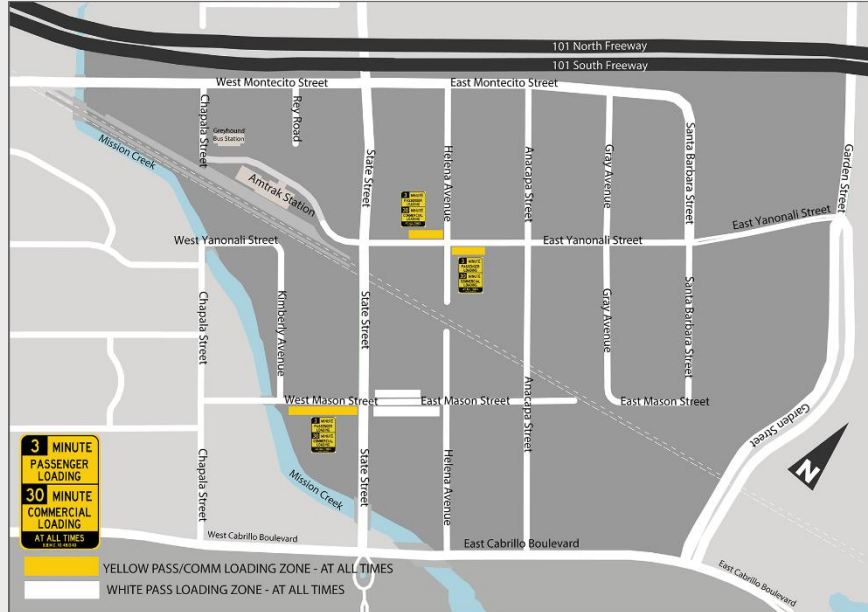
# Increase Use of Alternative Transportation

- Designate drop-off and pick-up corrals for shared mobility devices (e.g. bike share).





# Increase Use of Alternative Transportation



- Designate drop-off and pick-up loading zones for ride share services

# Improve Infrastructure

- Invest 50% of street parking revenues into Funk Zone infrastructure improvements:
  - Lighting
  - Sidewalk improvements
  - Crosswalk improvements
  - Wayfinding signage
  - Bicycle infrastructure

## Recommendation

That the Committee forward the proposed Funk Zone Action Plan to City Council for their approval.